

Marc Guberti - Making YouTube And Email Work Together As A Money Machine

Jan Koch 00:00

Welcome, everybody. Thanks for joining me on this session with Marc Guberti. You can see in his background, he is the host of the Breakthrough Success Podcast. And he's doing so much more than that. He's a best selling author. He has 100,000 plus students. And I'm really excited that Mark is joining us today, because he knows the ins and outs about email marketing and how it ties into a full marketing strategy, marketing content. Marc, thank you so much for spending time with us today.

Marc Guberti 00:29

It is a pleasure. Thank you so much for having me here today.

Jan Koch 00:33

Absolutely. I would love to dive right into this. Can you tell us a bit about what role email marketing plays in your business, specifically,

Marc Guberti 00:43

Email marketing, it's one of the few audiences types where you're able to have full control over that communication and you are not reliant on an algorithm. So everything I do, social media, content marketing, all that funnels back to the email list, because that is the place where I'm able to communicate and interact with people in greater extents. Being able to have that flexibility and control. It enables for smooth relationships, people are able to respond to emails and enter deeper dialogues versus social media and other places which are great for getting leads but you are competing with a lot of people on those platforms. The email marketing, it narrows down the amount of people you're competing with, because based on what someone's inbox looks like, and allows for deeper interactions,

Jan Koch 01:36

That is such an important point. And it's also one of the reasons I emphasize email marketing in my own business, too, is that with Facebook marketing, or we're talking about YouTube, you are also giving control over the platform to somebody else. YouTube could decide to shut down your account for some reason. Facebook constantly turns down business managers without giving any reasons or explanations. No matter how much money even spent. I have a friend of mine who spent over a billion dollars on ads for his clients and the account got shut down. So with email, nobody can take that from you. That is so important. I will have to talk about YouTube a little bit because you have a daily YouTube video, which is quite insane. I've tried that. I even tried daily Tiktok videos, which is like 15 seconds. And I struggle with that, to be honest. So how on earth do you do the daily YouTube video? And how does that tie into your email marketing.

Marc Guberti 02:36

So for producing that much content, what I like to do is I pick two days each week to do a lot of outlining. So it's not like I wake up each day Oh, what am I going to cover this time on YouTube? Like I do live the outlines in advance, I know where I'm gonna go. Since I cover stocks in the channel as well. I'm able to look at earnings, reports and news items as they come out. If you're able to tie in news or anything in the moment to your niche, definitely do it. Evergreen content, it's stuff that's going to be relevant for years on the earnings video which a few months out the information is outdated. But the in the moment news is a really great way to get traffic when a lot of people are actively searching for that topic. Just an aside there, but basically come out with a lot of outlines two days a week. If you're doing at least five outlines during those days for content ideas, then you just pick a day to bulk record a bunch of content. That's how I personally do it, the way that YouTube ties into the email list growth strategy. In the description, I always include a link to a free optin. So people can as they're watching the video, they may go into the description to get more context on the video. And then they even come across the opt in page link. You can also pin a comment to the top of the video. Some people also do this with coupon codes for their courses. And if you don't have a coupon code going on right now, it could just be a link to your opt in. And then using YouTube in the video to have those in video call to actions whether it be subscribed to your YouTube channel, or subscribe to the opt in. That freebie that you're giving that is relevant to the video. So having call to action, being able to insert it in a variety of places in your YouTube video, and then riding on the algorithm to reach people you wouldn't have able to reach before.

Jan Koch 04:33

So essentially what you do is you batch create the content and then you make sure that you optimize the titles and the descriptions and stuff so the algorithm picks it up.

Marc Guberti 04:43

Yes, that's the strategy in a nutshell.

Jan Koch 04:46

Nice. What tools do you use to find the right keywords and to set up the copy for the subject line and for the description of the video? Do you have any like keyword research tools that come to your mind that you use?

Marc Guberti 04:59

Vid IQ is the resource I use for coming up with titles. It's a Google Chrome extension you search. And if you want to take YouTube seriously make that a big part of your business, make sure you are using Google Chrome because there are a lot of Google Chrome exclusive extensions. But anyway, VID IQ you search for the keyword on YouTube, like you're trying to find a video. And vid IQ will show you a score for that keyword. They factor in that score based on what the demand is, like how many people are searching for it, and how many videos are currently on YouTube on this topic. So you can have something that is super high demand. But also super high supply might not be the best fit, because there's so many people competing for a few spots. The ideal keywords are the ones where you have a respectable amount of demand, but very low supply of videos and creators who are consistently hitting upon that topic. So I use vid IQ for that. And then when it comes to the tags, you get up to 500 characters, I use TubeBuddy for that another Chrome extension. And again, if you want to take

YouTube seriously, you need to make sure you are using Google Chrome for it. So I use TubeBuddy to come up with keywords. It auto suggests a whole bunch of tags that you can use within the video. Then once I have the title once I have the selected tags, that is when I go into the description, and I focus on the keywords that will give the video more opportunity to gain traction.

Jan Koch 06:33

Is there such a thing as the ideal length of the description? And I know that SEO people will hate me for asking this question because they get asked the same question with blog content all the time, what is the ideal length for blog posts, but can you give us a ballpark number of how many words you usually aim at.

Marc Guberti 06:51

So I have auto descriptions. So a lot of characters are already taking up the auto descriptions pretty much these are my call to actions. It's like any information you want it all of your videos. You hate having to copy and paste the same information from the notes document. So you just do a default descriptions of it in all of your videos. And you just put the video exclusive description on top of all that it's going to vary for each person. I only like to do a few paragraphs just because I only have a few keywords I focused on in the description. And I'm more focused on pumping out videos, especially if it is something news sensitive. So my descriptions are relatively short. But if you are able to use several paragraphs, to get the keywords more space, and to incorporate more of your tags that you include in your video, that will give you a better opportunity for search engines.

Jan Koch 07:49

It's really interesting. And I see this pattern coming up in here where it's really time sensitive content versus evergreen content. And I would imagine that also translates to how you then leverage the subscribers once they join your email list from YouTube. It's like with Evergreen, you probably have something that will stay updated. Don't miss any news that I put out with real time content, sorry with tight time sensitive things. And then with evergreen content, you are focusing more on teaching educational nurturing, is that a correct assumption?

Marc Guberti 08:23

So evergreen contents definitely has a strong focus on education. With the news content, I try to insert education when I can although it's more heavily like this is the big thing that's happening right now. Any educational stuff you can insert there definitely. I don't at this time have a newsletter specifically about oh breaking news because I'd rather have that be the YouTube channel and then have the optin be something where it's easier to incorporate in my business like a news based newsletter. It could be harder to lead into an upsell versus if it's a more evergreen type newsletter there's more different products and offers you can incorporate within that so part of it is thinking about does this newsletter idea or does this optin, does it connect with other parts of my business and help me get more sales and revenue because that's the stuff you need in order to make the business full time and scale it to reach more people.

Jan Koch 09:28

I love that you're bringing up this focus on the heart numbers in the end because too many people they just get caught up. I need as many subscribers as possible, I want a list with 50,000 people but what's that good for if it doesn't contribute to paying the bills in the end? I really liked that you clarified that.

Marc Guberti 09:48

Yeah when it comes to do have to keep an eye on the income and expenses, how much are you paying for these tools? Like vid IQ very affordable? If you get the year plan I think it's less than \$100 a year and vid IQ, I use the free version like you don't want to burn a ton of money, either on these, because depending on which YouTube tools you get, like the cost can build up very quickly. And then at this point is it worth it?

Jan Koch 10:11

Yeah, it's such a good point. And I'm just looking in the lens right now. I'm just thinking about how much I spend on this setup. And, of course, it's cool to have all this fancy gear and to have the latest tools and stuff and everybody likes to use the best equipment. But as you said, what's it worth for the business? Does it contribute to paying the expenses? Or is it just an expense that doesn't pay for itself in the end? Can you walk us through the strategy that you have for the Evergreen newsletter signup? Like how does that tie into the business.

Marc Guberti 10:46

So once someone goes from YouTube, or medium or some other platform, and they subscribe to the Evergreen newsletter, I start with just providing people with a lot of free content. You don't want to rush into a sale right away, because people don't quite know you yet. You got to build, know and trust is one of those things we hear very often, but we actually have to implement it in order to see meaningful results. And as you share free content, you start to get an idea of what your audience likes the most. So I talked about investing on the channel. I also talk about self publishing and digital marketing and other places. And I bring that part up because I saw that a lot of people in my audience, they liked the content marketing, and they liked the self publishing. Because I know this and I know this because I've been sending out all the emails, tracking all the engagement rates, tracking social media engagement, as well as content marketing, self publishing, that is the major hub that people want more from the end. So that's why I create offers now and content outside of the YouTube channel that relate more to content marketing, and self publishing. I'm not going to go some route that's going to get me lower engagement with my audience that isn't going to be as valuable to them. Like you have some topics that can be good offshoots, like you can see how, like a time management piece would work with content marketing and self publishing. You meet that as a great skill for being able to publish books and do your marketing. However, when people think about me just based on what I've seen in engagements, they want content marketing and self publishing content. So the data you get from the email newsletter helps you clarify those points. And then you can create products that naturally transition from I'm getting this free content marketing and self publishing content. How can I now go beyond that for some type, of course, book, service, or some other type of ball.

Jan Koch 12:49

So you're really focusing on winning the trust first and building that relationship rather than driving directly into the sale. I hear many people say sell in every email that you send, is that something that you are a fan of? Or is that something that you wouldn't do after the onboarding sequence is finished?

Marc Guberti 13:10

I understand both sides of that argument. Because if you are selling in every single email, you increase the amount of opportunities people have to buy. But you're not the only email in someone's inbox. So chances are, we're receiving at least a dozen, or maybe even more than that sales pitches every single day. Like it's one of those things where doing like the sales emails, too often you're not standing out, you could be blending in. Especially if you are copying and pasting the same swipe copy that everyone else is using, it's a very easy way to blend in. So you definitely have to send out sales emails, you should be sending one at least once a month, maybe even more than that. Because at the end of the day, a business needs revenue. And you have to send out sales emails in order to generate revenue. But if you send too many of them, people can get a little bit tired of the sales emails, some people will buy, some people will get tired and unsubscribe. But if someone unsubscribes that's completely fine, because that may not have been the person you were trying to convert. But too many sales emails can make you blend in, in a sea of people who are doing the same thing like when someone sees your name pop up in their inbox, they shouldn't think sales pitch, they should think I can't wait to open this thing.

Jan Koch 14:37

That is such an important point. And I would love to hear your thoughts on some of the common objections and one of them actually is that you are blending in and that people's inboxes already overloaded with emails as you've said. What would you say if somebody told you I don't do email marketing because the inboxes are full and nobody sees my emails anyways. How would you respond to those people?

Marc Guberti 15:02

Although what are you doing? YouTube? You think I'm the only YouTuber there? Like YouTube is such a you got millions of creators and not just in your niche. But when someone searches like they can decide, oh, I don't feel like looking up investing videos today. I want to look up entertaining videos. Like competition, it doesn't matter what industry you are in, you're just going to have to deal with it. And the way that you deal with it is by saying what are the best platforms. Which platforms give me the best bang for my buck, which ones give me the best chance for me to succeed. And if you are looking at revenue, email marketing is that asset. Social networks, they're great for generating leads. Most social networks, they're not as useful for selling. People go on social media to have conversations or to escape reality. They're not going there with their credit card. Social networks, they're not Amazon, you know why you're on that site, you are there to bought. The email list that is the one of the few places where you can get some really strong sales numbers. And with that preference with that setup, that is why people should prioritize email marketing. Are there a bunch of people sending out emails each day that you got to compete with? Yes, but name a worthwhile pursuit or career path that doesn't have competition.

Jan Koch 16:32

I love this. This is so good. And I wish that everybody who's watching this takes this advice close to their hearts because nothing that is easy, is worthwhile, and nothing's worthwhile is coming easy at you. So you're hitting home with me personally in this answer. Also, what I would like to add to this is email marketing is a way to have one on one conversations, but at scale. You send out a newsletter and invite people to respond to you and then you continue the conversation. That's how I get many sales for my services, by just sparking conversations at scale. And then trying to get people to go on a call with me and to see if we're a good fit for working together. And sometimes I feel people misunderstand emails for just shouting out into nirvana, and then praying, somebody's reading their email.

Marc Guberti 17:31

Yeah, a lot of people have that definition of it, just shoot it out and hope something works.

Jan Koch 17:37

Yeah. And, of course, we have to start somewhere with email marketing. So if you say you have 100 people on your email list, there's only so much you can try with that you cannot run experiments on which subject line converts better because you don't have sufficient data to analyze that. But say you were in that position? How would you make the most out of a small email list?

Marc Guberti 18:00

You just have to send one email at a time. It's not the thing you want to hear. But it's definitely the truth. Because if you have a small email list and you're not engaging with them, you've got no data points to look at. Even if you send out an email that gets five or 10 clicks. That is some data you can look at to gauge your list engagement because one email might get five clicks, or they might get seven clicks. And then the next one gets three clicks. While I'm looking at the email with seven clicks, seeing what I did. And when it comes to like Best Practices strategies, tactics. You can read blog posts, you can watch videos, you can listen to podcasts. But when it comes to best strategies, tactics, decisions on a personalized level, you need data for that. And even if it's just sending out an email to a small list less than 100 people, you are getting data, which is the starting point of being able to make accurate decisions for your brand.

Jan Koch 19:07

I love it. And I think it's also a situation where we try to maybe keep ourselves smaller than we really are in these situations. Because I would say many people think I just have 100 People like why should I even send an email. But those 100 people are human beings that gave you the permission to message them. And we cannot underestimate how important that is and how much intimacy that creates. And then the next step would be, as you said, to collect the data and to then grow the email list based on the topics that get the best resonance and you're doing this so good with all the social media marketing and the content creation that you put out.

Marc Guberti 19:47

And also, just on a note of that 100, only 100 people like I think everybody would take the opportunity to speak on a public stage in front of 100 people. If you have an email list of 100 people, that is the same opportunity, with the exception of maybe you're not on this big stage, you're not getting fancy photo ops, but you are still getting in front of 100 people in the same exact way. If you're gonna forfeit that,

because you're afraid you have too small of an audience, don't be the one to get on the stage with 100 people, because it's the same exact thing. Just because they aren't there in person doesn't mean you should treat them any less with your communication strategy.

Jan Koch 20:31

That is such a good analogy. And I never thought about it that way. But you are so right, we are speaking to 100 people in both situations. And of course, with being on stage you can convey more emotions, and people see your gestures and stuff. But you get the point across in an email too and then you could link to a video or incentivize booking a call with you or something like that. I want to switch gears a little bit talk a little bit more about tactics. For example, one thing that I hear over and over again, is the question about how often should I email? And most of the time? The answer is it depends. But I would still love to hear what you think about that.

Marc Guberti 21:11

So I always say look at the data, that's something that it's going to help you make the best decision. So start with at least one email per week, because if you're only doing monthly, people may forget who you are. So at least once a week. I'm trying to get as close to daily as possible. But if you see if you're sending daily emails, and the results aren't there as much like you're getting less clicks per email, you're getting more unsubscribes, you're not seeing an increase in revenue through daily emails, I would dial it back, one email per week is a great and very easy way to get started, scale that up gradually continue looking at the data and brushed back a little bit if the data suggests that you're not seeing as good of a return per email.

Jan Koch 21:55

That's a fantastic advice. And then you could also batch create those emails again, just as you said, in your example, with the YouTube videos, set aside two hours a week to write two emails and then you have two weeks of email marketing done or two days essentially. What platform do you use for email marketing?

Marc Guberti 22:14

I've been back and forth with a few different platforms. It's funny you mentioned is I just recently started using Flow desk. And the reason is, it's one of those few platforms that doesn't penalize you for growth. So you've got a lot of different options where it's Oh, if you it's this price point for zero to 1000 subscribers, the moment you get that 1,001st subscriber, your price is going to go up by \$10 a month. And if you have like 10,000 subscribers even more than that, we could be talking over \$100 per month or that costs while at Flow Desk, which is I really just started using it like a few weeks ago. So I'm still very new to it, but \$19 a month, even if you have 100,000 subscribers, and you can send as many emails. That's the reason like you look at the economics of that, and you're still getting good software. That's why I made the switch. It just seemed completely practical.

Jan Koch 23:18

That is ridiculous. And it's funny that you bring up this pricing issue. I've switched from Active Campaign to ConvertKit recently, mostly because my open rates with Active Campaign were really bad and I was able to pinpoint it to an IP address of an email so of this that was blacklisted. And ActiveCampaign at

the time I had 9000 something subscribers. They charged me \$249 a month I think and the next step up over 10,000 to 25,000 which took would have taken me a long time to fill up the 25,000 coming from 10. They charged me \$150 more a month which is ridiculous.

Marc Guberti 24:03

You don't get anything new either. It's just a bigger number. You're not getting cooler features.

Jan Koch 24:09

No and it's not like as magically you're going from 9999 to 10,001 that you earn 150 bucks more a month just from two subscribers that make the difference. Exactly. I love that you brought up Flow Desk I've never heard about that. Are you liking it so far. Is it a tool that you would recommend people try out?

Marc Guberti 24:30

Yeah it's got a very good dash but like it's when you hear oh 100,000 subscribers still \$19 A month. Like that's too good to be true. Like maybe you're talking about a really bad platform or something like really basic but you've got all the stuff you got the ability to do forms, you got sequences in there. All the basic stuff that you would want and a good design. I'm very new into it but I'm really liking it. Just think about how much, especially if you do a virtual summit where you are getting a lot of email subscribers like once you pick one of these emailing solutions, like you're pretty committed to that for a year plus. Like, I use ConvertKit. I'm working on that transition right now. Because again, this is still very early. I've used that for years before ConvertKit, I contact for several years. So a once you pick one of these things, you are set for years on that platform in most cases, and it's just going to save 1000s of dollars over the lifetime and pay off very quickly.

Jan Koch 25:28

Yeah, it's good that you're bringing this up, I had 100 Plus automations in Active Campaign. I was glad that the ConvertKit support was very helpful in moving most of them over for me as a concierge service. So that was a really nice touch from their perspective. But you are right, and that we shouldn't make these decisions easily to pick an email software just because we have 2000 people on our list right now, once that grows, and once we get more sophisticated with building automations. And tying in payment gateways and building different forms, for different lead magnets, and so on, you can be looking at a beast to migrate at some point.

Marc Guberti 26:10

And I don't want to go too much into this because I'm not sure if this is what like. But for people who are thinking about the migration, what's worked for me is instead of migrating the subscribers, migrating every part, which is a pain, if you've got a ton of sequences and tagging and stuff, I would just move the subscribers because that's what they're charging you on. So if you move all of your subscribers to the other platform that you keep all your other automations in place and move those gradually, you can get charged at like the zero to 1000 subscriber level, while still having all of your automation and features instead of getting charged at the 10,000 subscriber level. If you have that many. That's just been the approach I've been using to make the process a little less painful.

Jan Koch 26:54

It's a fantastic tip. Thank you so much for sharing this. When we talk about coming back to the YouTube marketing and how you tie that into email marketing. How did you find YouTube compared to say medium or the podcast in terms of conversion rate for your subscribers?

Marc Guberti 27:14

So the big thing with YouTube is that it's video is the most engaging form of content, because you're seeing me and you're hearing me with Medium, you're only able to see the written word and with podcasts and you're only able to listen to me. Now I believe you should be on those three types of content, the video, audio and written because those are the three big ways people consume content. If you're only doing YouTube, you are missing out on a gigantic percentage of people who could be interested in what you have to offer, but you're just not in front of them. Youtube and video that converts extremely well. But I would not ignore the written and audio. You don't have to be on every single platform imaginable. Just make sure you're producing content in those formats.

Jan Koch 28:01

Yeah. And I think what people also should understand in this context is you can start with YouTube, repurpose into a blog post and repurpose into a podcast. So it's not like you're reinventing the wheel every single time for every single medium.

Marc Guberti 28:18

Yeah, repurposing is amazing, and everyone should do it.

Jan Koch 28:22

Yeah. Can you share some of the strategies you use it personally in?

Marc Guberti 28:27

Repurposing, you mean like those?

Jan Koch 28:29

Yeah.

Marc Guberti 28:29

Okay, I will start with either a reading article or video. And then I quickly turned into the other formats. So I go back and forth with written and video that podcasting is its own thing, because I interview people. However, during those interviews, like there are so many different conversation points that could come up, you think, Oh, that could be a great idea moving forward. So I already had the idea where I want to do a Flow desk and talk more about that on my other platforms, because like I mentioned it, and people are very interested in it. So if I hear one of those notes, like, I'll write that down, oh, that's something I should cover. Because there are a lot of tools and resources and insights that I hear the first time from a guest and I'm like, wow, that needs to be a video or that needs to be a blog post. One thing I do now because I've heard this from a recent guest, I set reminders on my phone to go off each day during one of my less productive hours that motivate me to keep going forward. And it's one of those things where you see the notifications as this is my time to shine. This is not my time to

like we all need rest, but there's some rest that's more productive than others. Seeing those notifications like this is the time to grind. This is the time to make things happen. And I got that from podcast episode, wrote it down I applied it and that's something I could write about in a blog post and then you repurpose into a video or social media content in the future, just that one tip gives you a lot of different content potential. That's what I get from the podcast. And then when I come up with ideas for my own, it starts as a video and turns to article or vice versa.

Jan Koch 30:11

I love this, this is so good. And these nuggets, I think, what makes the summit sessions so valuable as well, if I may say so I'm biased. But I just love these tidbits that everybody's sharing in the interviews. And I have a similar story with having a mark and having a glass of water during those episodes. And right now it is 7pm. So I'm not drinking coffee anymore, so the mark is empty. But if I were if I wanted to highlight for my videographer, a section that I want him to turn into a highlight reel or something like that, I would drink from the mark. And if I just want to hydrate, I drink from the glass of water. And it's essentially the same thing. It makes it very easy in the post production to repurpose contents. And those little tidbits are just things that you learn as you speak with people. And as you implement stuff.

Marc Guberti 31:06

That's a good idea. I've heard what I do is I stay silent for a few seconds. So you see the drop in audio. Some people clap really loud to get the spike up. So it's Oh, like you see the the audio clap. But the coffee mug thing I didn't think that as a really good visual cue for yourself as an editor or if you have an editing team. I like that idea a lot.

Jan Koch 31:26

I'm glad that I can make this interview interesting for you now as well. The reason I love it is because it's so subtle, like when you don't know about the strategy, just watching an interview, you would notice it. Whereas if I wouldn't know clap into the microphone, I will probably annoy everybody watching. I love it. This is so interesting. What else have you learned in your email marketing experience that you think has given you an edge over what other people are doing.

Marc Guberti 31:56

So there's the more advanced way to go about it like looking at the data, looking at click through rates and stuff like that. But then there are these surprisingly easy ways to get opens and clicks like just sending the email again to the unopened that is the easiest thing to possibly do to get opens. And it's amazing how many people don't do this. You just change the subject line a little bit, maybe even changed the copy if you want to get a little more advanced with the strategy. But emailing unopens is a really great way to boost your numbers. I feel like so many people, they make this out to be and there are many moving pieces to this. But people can get overwhelmed and make it more complicated than it really is. And just overlook the fact that I could do really simple things like email the unopens to boost my numbers without producing additional content. And that goes back to repurposing where why are you going to come up with 20 different content ideas when you could take one content idea and repurpose it into 20 different ideas?

Jan Koch 33:01

I love it. How much time do you have? Or do you let pass between emailing to the unopens again? Is it like the other day? Is it two days? How much time do you spend?

Marc Guberti 33:11

I usually do one day for that. So if they don't open it today, I send them something tomorrow. And I think he is that you lost it in the inbox at that point. And I always do 24 hours. I want to do it soon because then people see it. But given the fact that most people are receiving over 100 emails per day, if you have a 24 hour space, and I do like to change the subject line as well. It's going to like your emails aren't back to back with each other.

Jan Koch 33:37

Yeah, that is a great point. And just add one other thought that's somewhat related to this. When you have people going through your onboarding sequence, I would imagine is like 3,57, emails, something like that, where you tell people about yourself, do you exclude them from your regular newsletter as they are in that sequence?

Marc Guberti 33:59

Yes, and the reason for that is, if you are running a major promotion, whether it be like a Cyber Monday or a holiday or just some other promotion, you don't want the people in that sequence to get confused with two different offers in front of them. Or if you are sending out a lot of sales emails to the people on your current list. You don't want to bombard new people with those emails because it's gonna be like, Okay, I don't like the way this relationships go. I don't feel like comfortable with the way this is progressing. So it's better to separate those people. Let them go through the entire sequence first, and then bring them into your email list over time.

Jan Koch 34:46

Yeah, I 100% agree. Very valuable advice here. One other thing I had in mind is segmentation. I would love to dive a little bit. This is more advanced, obviously. But I would love to dive a little bit into how you segment your lists. And how do you make sure that the open rates stay as high as they can possibly be?

Marc Guberti 35:06

So each time I create an opt in, it's always to a separate segment. So a content marketing opt in will lead to a content marketing segment, self publishing segment leads to self publishing segment, investing segment leads to investing segment. The last one is especially important, because there are people who really want to hear about stocks and stuff like that there are other people who do not want anything to do with that stuff. But they are in content marketing, self publishing. Like self publishing and content marketing, you share those topics back and forth with each other, both will be interested in the other one. But there are some people who absolutely do not want to hear about investing who are interested in those topics. Some people who are super passionate about investing, which is why I have the separate segments to make sure that people are getting the emails, they expect to make sure the emails are relevant based on the promises of what you say you're going to give them. And if it's not a newsletter, where you say we cover ABC, then it's what's the opt in, because the opt in is the promise you're promising them. Not only are you promising them the gift, but everyone knows with optin, you're

gonna expect more emails to come. So make sure that the emails align with what the opt is. It's easier to do that if you are creating opt ins that connect with your core offers.

Jan Koch 36:31

It is so interesting, how do you juggle the different topics in your brand? Do you find that people get confused when they see Marc talk about investing but also the same marc suddenly talks about self publishing? Or is it something that you can separate quite well on your social profiles too.

Marc Guberti 36:49

The self publishing, content marketing, like the whole digital marketing umbrella, I've got more room to talk about different topics. But when it comes to investing, I just strictly engage with the investing segment on that topic. And so some of my platforms, I prioritize the investing, others I prioritize the digital marketing, so my main blog, that's digital marketing, the YouTube prioritizes investing, which some touches of digital marketing, because now I have a lot of years of videos that are also about digital markets. So I touch on that from time to time. And if it is a self publishing heavy video, or do some marketing heavy video, I will change the main call to action and include the investing newsletter for anyone who's interested. Medium, almost all that is investing, and podcasting, almost all that is digital marketing. I assigned a different purpose to each my platforms, and focus on like, similar to how you segment your email subscribers who come in, I segment my platforms to say, this is where I'm going to vote. This is the mission and purpose of the platform for the different types of areas on it.

Jan Koch 38:03

I love it, because you're really embracing what I think entrepreneurship should be about. And that is the flexibility. And I see I'm guilty of this myself, I see people cutting themselves short because they think I'm now talking about topic a for example, right now I'm talking about virtual summits all the time and email marketing and stuff. But I would also love to talk about cryptocurrency and everything that I do on that front. I'm holding back because I don't want to confuse people. And I want to focus on the summit and the email marketing related to that. Whereas I could just create a separate platform on medium. For example, on YouTube for start up a new YouTube channel and talk about crypto and then segment people in my email list and ConvertKit.

Marc Guberti 38:49

You can even go super advanced. There's something I haven't done yet. But I have some ideas where it's one of those things like entrepreneurship, you play with ideas, you don't always see them come to fruition, but one of the ideas you can do is if you be a company, you can only post so much on the same YouTube channel. If I talk about running for instance, like there is a bit of a transition from the self publishing content marketing to investing because those are general business topics. runnings a little bit more out there not something that like I'm thinking about doing but as a runner, this is the example that comes up, what some people do is they create like they do pseudonym. Like they create almost like a secret identity for some of these. But you go super detailed into it. Depending on what it is you want to do. I definitely don't recommend that for 9% of people. But it is something that if you want to touch on that in many areas, then I guess, try it. But if you aren't like you don't want to you're going to talk about or these maybe talk about crypto, you don't want to create a whole crypto brand and then we don't want to do this anymore. So what you would do is try to talk about the crypto or whatever it is for

you during an offseason. So after you do the summit marketing, after the whole, like close card is done and you're celebrating, you're happy and everything is settled there, before the next promotion, send out an email, see what happens, look at the data, and then decide from there sent out in investing. I think it was a video to my YouTube channel, I wanted to see how it would do. And then I saw the engagement and I saw how people liked it, I was like, I need to do more of this. And that's how I entered the space. It was one video, let's try like I'm not going to create a whole new brand. And then a month later, realize this was such a terrible idea. Because it's a big time investment, do a video, do an email or do a blog post for your main brand. See how that works if you enjoyed creating the content, but you gotta be able to stick with now two things, and then see if you could expand from there. And what better way to build out of brands from scratch than a virtual summit.

Jan Koch 41:02

This is so cool. I live that I hate you for removing the excuses that I have. That is so fun, though. And you're right. And I think probably even with the crypto space creating upside on him for that it's super easy, just being anonymous. That's the whole point of crypto and defy and I wouldn't even be on brand with by not being myself. This is so cool. What a fun way to wrap up this conversation. I would love to continue, but especially since I'm planning for my first half marathon next year. So I'm getting into running slowly. And at some point I catch up with you on running marathons.

Marc Guberti 41:44

Yeah, a whole conversation on that.

Jan Koch 41:47

Definitely, maybe we call it as the marathon summit or something like that. If you were to summarize, if you were to give one solid tip for email marketing and YouTube, making those two go together hand in hand, what would that be?

Marc Guberti 42:05

So a lot of the really successful strategies with content marketing, digital marketing, it's like a circle. So you have the YouTube videos and you direct people to your email list, and you grow that email list over time. The emails lead people back to the YouTube videos. This gives you an initial boost in the algorithm, which can then help you get in front of even more new people. Then those new people see your OPT in that you already had in your video. And they join your email list and the email list goes back to YouTube. And you see how this is like an infinite loop. And if you're able to incorporate other mediums into this, like a blog or a podcast, you're able to let that infinite loop stretch across multiple platforms. So I think about how do I connect the platform's together and get that foundation down. Because if you're treating all of your platforms like separate entities, and one of them takes off, none of the platform bands the benefit from one platform taking off and an algorithm change to wreck you in any moment. So it is better to spread the audience growth with those infinite loops.

Jan Koch 43:21

Fantastic advice. People watching this follow Marc. I have all the profiles link below this video, the podcasts, the YouTube channel, medium everything. Now how knowledgeable he is and we've barely scratched the surface with what Marc can do. Give him a follow. Marc, thank you so much for your time.

Marc Guberti 43:39

It was a pleasure. Thanks for having me.